

DE PALMA ENTERS 500-MILE RACE

Veteran Driver Is Second To List His Name As Title Contender.

Hopes To Win Again, Although No Driver Has Yet Won Twice.

Indianapolis, Feb. 16.—Ralph DePalma, international star and one of America's favorite race drivers, is the second to enter the Ninth annual 500-mile international sweepstakes of the Indianapolis motor speedway, May 30. Eddie Hearne the last of the millionaires and who has met DePalma in many a speed battle on road track and hill, is the only one to precede Ralph in entering.

In filing the entry DePalma has not named the car he will drive, but it is generally believed that this will be a Ballot from the Paris factory. DePalma has been driving the "eight-in-line" speedster for two years and will start the championship season at Los Angeles on Washington's Birthday, at the wheel of the French car. He has also been selected by Earnest Ballot to cap his team of four cars in the French Grand Prix in July.

DePalma gained favor of the speed fans in 1912 by defeat rather than victory. The Italian-American drove a Mercedes in the 500 nine years ago. 495 miles he showed the way to all the American and foreign cars and drivers, only to have victory slip from his grasp and see \$20,000 vanish, with two laps of the brick course to go. His "dago luck" as he chose to designate his misfortune made him the favorite of almost every fan.

Three years later he set a track record and won the Indianapolis classic, after an almost seven hour battle with Dario Resta and his five Peugeot. This time DePalma again drove a Mercedes. While Ralph had perhaps five miles an hour less under the hood of his car he out-gamed Resta in driving and attained the ambition of every race driver—a 500-mile victory. Incidentally, no driver has ever twice won this event.

DePalma, in making his entry has advised T. E. Myers, secretary-general manager of the Indianapolis Motor Speedway company, that he hopes to be the first to hang two five-figure victories, although it is not statistically enough to state that he will win the event, which last year carried a total cash award of about \$100,000.

Ill luck last May was all that prevented DePalma from being the first to win a pair of Indianapolis races. The same was true in 1915 when he set the pace for the first half of the race. Although DePalma has won countless races, the fans admire him more for his sportsmanlike attitude and his ability to win victory with a defeat, because iron and steel could not stand the strain of the speed test on the brick oval for another four minutes.

STUDEBAKER USES NEW VALVE TYPE

Engineers Study New Feature In Cars at New York Auto Show and Agree That It Is An Improvement.

The consensus of opinion among the bright engineering minds of the automobile fraternity visiting the recent New York Automobile show was that the inclined type of valve as used in the Studebaker Light-Six motor is a marked improvement over the old L-head and valve-in-head types of motors. Roy E. Berg, technical editor of the Motor Age in its show number of that publication, dated January 27, after interviewing the engineers attending the show, writes:

"Our study of motors at the show satisfied us that it is possible to combine the layouts of an overhead valve and L-head type and at the same time effect a marked improvement in motor operation by inclining the intake and exhaust valves. The advantage of this new type of motor is that the valves inclined offer the least resistance to the gas flowing into the cylinder chambers and permit easy exit of the exhaust gases."

A point also brought out is the perfect lubrication of the inclined valve. Being built inside the motor, they run in a constant bath of oil. This accomplishes two important results. A sticking or holding open valve is unknown. Another—a motor with valve submerged in oil can be operated at top speed all day with no danger of them warping, galling or stems bending because the oil constantly keeps them at one temperature.

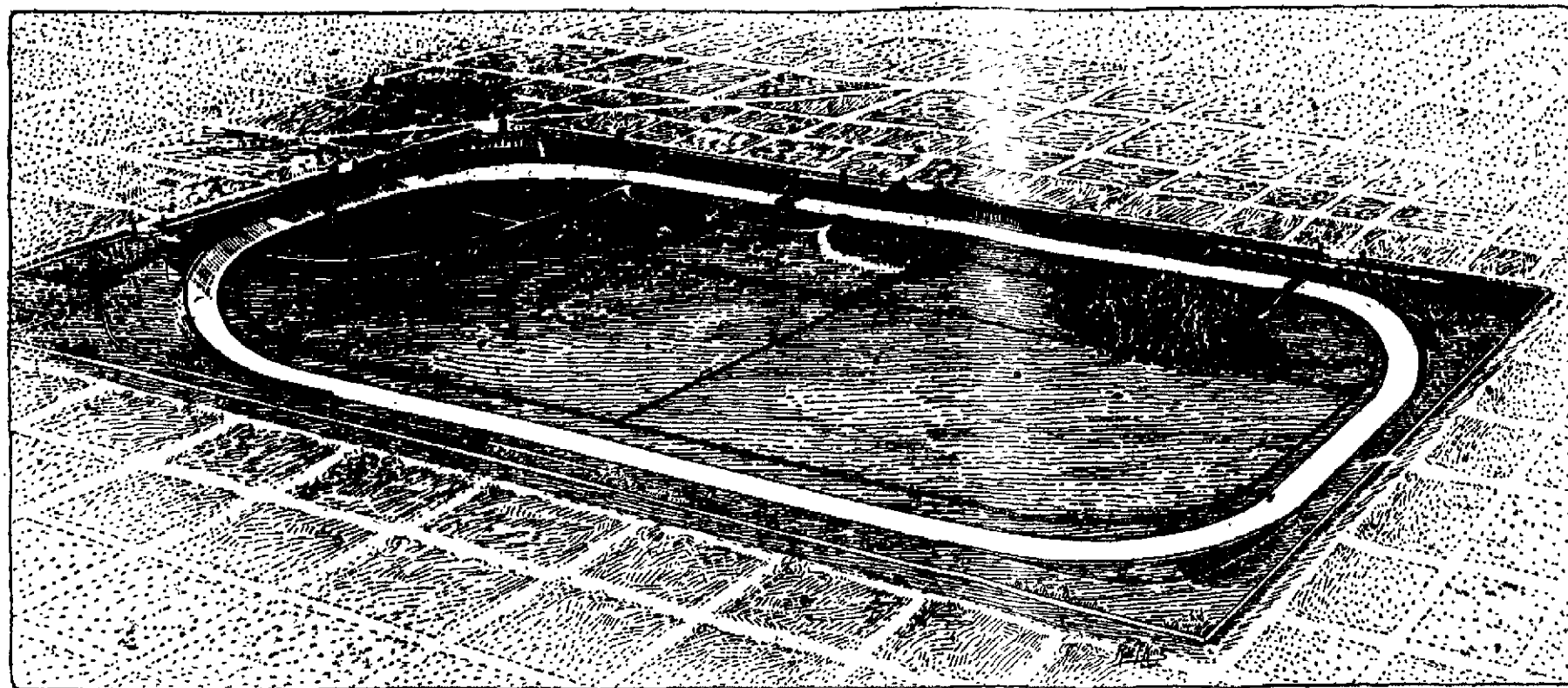
A feature appreciated by the owner, whether he attends to his own car or pays for the attention, is the ease of and time saved in adjustments. Running in oil the valves show practically no wear after thousands of miles of service. Adjustment of tappets—a 20 minute job—is necessary about once in six months. The average owner of the other types of motors, especially the overhead valve, instantly appreciates the saving in time and nerves. The valve chatter of so many motors is permanently eliminated from the inclined valves of the Studebaker Light-Six.

TRUCK AGENCIES ARE ESTABLISHED IN ORIENT

H. M. Daniels who is back after an absence of more than 18 months in the interest of the company's export business abroad, has been appointed manager of its New York branch, according to an announcement by the Four Wheel Drive Auto company, Clintonville, Wis. Mr. Daniels has spent a great part of his time in the Orient where he has established F. W. D. agencies in China, Japan, India, as well as in many other countries.

Before joining the forces of the Four Wheel Drive Auto company, Mr. Daniels was in the motor equipment section of the ordnance department where he acquired a practical knowledge of automobile equipment.

Scene of Next Great International Five Hundred-Mile Race In Which Veteran Stars of New and Old World Will Compete



INDIANAPOLIS MOTOR SPEEDWAY.

The arena on which the great Indianapolis 500-mile race is held presents almost as many features of interest to the spectator as the contest itself. Representing five years of labor and a million dollars in cash, it is to the world today what was the Circus Maximus to Rome and the Olympic Stadium to Greece.

Some idea as to its vastness may be gained from the fact that it covers 328 acres of ground, and has on it no less than 43 buildings, including grandstands, garages, pavilions, lodge house, office buildings, and aviation sheds. The grandstands themselves measure a full mile in length, and seat 75,000 people. The course's total capacity, counting parking space for ten thousand machines, and all the available standing room, is about 250,000 spectators.

To witness an Indianapolis 500-mile race is one of the unforgettable experiences of human life. The dizzy whirl of cars around the track, the roar of motors, the thousands of spectators packed into the grandstands and around the track, the glittering myriads of motor cars, and last but not least, the magnitude of the course itself, all combine to make a spectacle unrivaled in the history of the globe. It must be seen to be appreciated. Long after the monuments of our present day civilization have vanished, the Indianapolis motor speedway will live on in the minds of man. The most characteristic institution of the twentieth century, it will be preserved in history for all time.

SAM TALKS ABOUT RUTH AND TIRES

Goodyear Service Man Compares Tire Strain To Hardship of Baseballs Which Meet Mighty Babe's Club.

"The wear and tear on the old pill when Babe Ruth lands on it for a home run almost every other time he comes to bat must be something awful," says S. W. Wolfe, local Goodyear service station dealer. "But just think of the wear and tear on demon Babe's bat!"

"Ruth's bulk, plus the hefty swing of his mighty pair of arms, plus the impact with the ball whizzing at him with Walter Johnson speed, surely is mighty tough on the ball, and incidentally upon the pitcher. But it's only the best players, the best balls and the best bats that can produce such a home-run record."

"Even at that the force of the impact when Babe connects with the ball, isn't anything to the impact to which a tire is subjected when it hits a rut or rock on a rough road. Therefore, tubes and castings must be of better stuff than baseballs and bats to withstand the constant strain of frequent impacts. Babe could pound an inflated Goodyear Clincher tire a hundred times a day and never phase it, but if he would pound out a hundred home runs a day there would be a hundred impacts on the tire and the strain of heavy shocks. Owners of cars in America—and there are over seven million of them—appreciate that fact for most of them today are traveling on Goodyear tires and heavy tourist tubes."

"Baseballs soared in price after the war, and they soar again, every time Babe lands on 'em. But not so with Goodyear tires. They're nearer their pre-war price than any other standard article on the American market today, and this in spite of the fact that quality has been increased since then, and greater durability has been made possible. They're as faithful as the canine pet who stands guard over his master's grave for they stick until the last with a perfect score until they actually fall to pieces."

JAPS SEE FORDS BUILT QUICKLY

Progressive System of Assembling "Knocked-Down" Cars Is Installed In Yokohama Branch Plant.

Saturday, October 9, was a great day in industrial Japan, for it marked the assembling of the first Ford car on a progressive assembly line similar to those used by the Ford Motor company in its various American branch plants. The line was installed by Sale & Frazar, Ford dealers for the Japanese empire; in their Yokohama branch, for the purpose of assembling faster and more economically the knocked-down cars which they received from the Ford foreign department in New York City. It is equipped to handle a maximum of 200 Ford cars a month.

Many of Sale & Frazar's employees besides a number of specially invited guests, attended the event. Motion pictures were taken of the chassis as it grew from frame to completed car, ready to leave the line under its own power. The Japanese gazed with interest at the assembling as the car moved along, growing more complete with each man's work.

Following the completion of the car, a banquet, or "chow" as it is known there, was given the Japanese workmen. Altogether, it was a big day.

MOTOR INDUSTRY IN CANADA GROWS RAPIDLY

The Canadian automobile industry has grown with the rapid introduction of the auto into the Dominion. In 1903 there were but 220 cars registered in all the nine provinces, all of them being credited to Ontario. In 1919 the registrations totalled 324,886. In Canada there is one for every 25 persons. In this respect the Dominion stands second among the countries of the world in the proportion of cars per capita, the United States leading with one for every 15 persons.

The automobile registrations by provinces are as follows: Ontario, 139,338; Saskatchewan, 54,792; Alberta, 34,000; Quebec, 29,183; Manitoba, 23,163; British Columbia, 10,500; Nova Scotia, 9,900; New Brunswick, 8,031; Prince Edward Island, 899. In the matter of motor trucks Ontario leads with 11,428. Last year the estimated aggregate sales of cars in the Dominion was over \$100,000,000, and it is expected that 1920 will show an advance of 35 per cent on these figures. At the present time \$50,000,000 is invested in the Canadian motor industry, which employs upwards of 15,000 hands.

NEW CAR RUMOR FALSE, SAYS FORD

No Changes In Models Are Contemplated This Winter, General Sales Manager Declares.

"We do not contemplate making any changes in our present car models," stated W. A. Ryan, general sales manager of the Ford Motor company, Detroit, in denial of the many rumors circulating throughout the country to the effect that Ford intended to change the design of the present car. The statement was addressed to the Ford branches in the United States, and reads as follows: "Several branches have reported persistent rumors in their territory to the effect that a change in body design is contemplated for the first of the year, even going so far as to say some of our assembly plants are already receiving shipments of new body material."

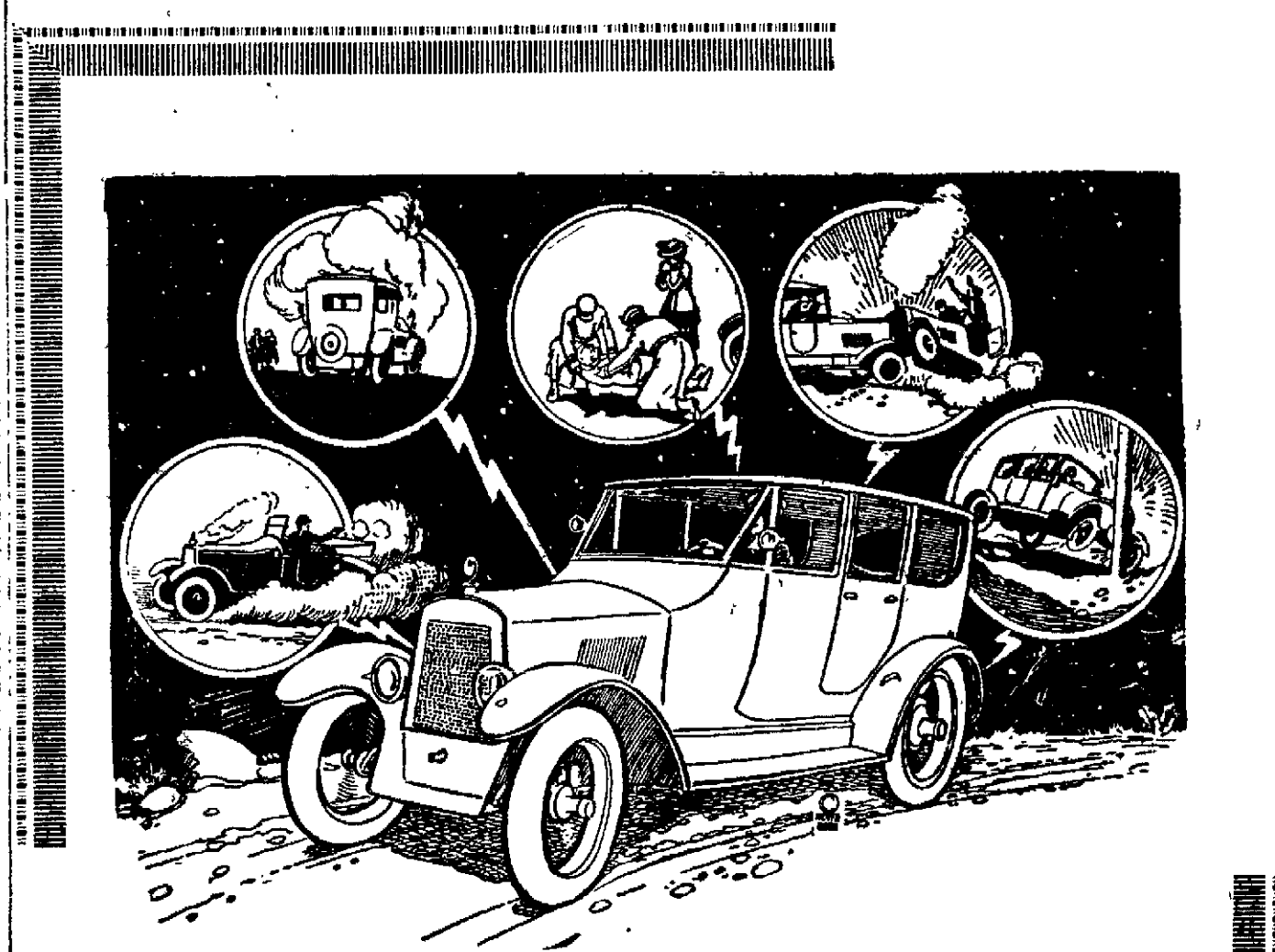
"We have never considered it good business judgment to make any guarantees covering a definite period on matters of this nature, but you may advise your dealers that these alleged rumors are false, as we do not contemplate any changes in our present car models."

It was also pointed out that many minor changes had been made in the car during the past year, such as installing a slightly different gasoline tank, and changing the size of the steering wheel from twelve to fourteen inch, and that these changes will continue to go through from time to time as they are recommended by Ford's engineers.

The A. P. Hess Automobile Co., K. of P. Bldg., Newark, are local agents for Ford cars and tractors.

The school board in Cimarron Kan., employs teachers at \$20 a week. If consolidated schools, paying them 60 cents an hour. The buses run on regular schedule, and the motor routes are so laid out that the buses call at the home of each child. Truancy is impossible.

A motor prairie schooner which recently toured the highways from Knoxville, Tenn., to the Pacific coast, contained four upper and lower berths, a kitchenette, a shower bath and a water system.



LIGHTNING STRIKES MORE THAN ONCE

YES, every motorist is in some sort of danger every time his wheels turn. You may be the most careful driver in the world, know your machine thoroughly, but how can you control the thoughts and movements of your fellow autoists?

If you're insured with us we settle all damages immediately without trouble or expense to you. Why take a chance—a poor gamble when a moderate premium will protect you in various ways.

Don't wait! Today is the day to buy Auto Fire Insurance, Auto Theft Insurance, Collision, Property Damage or Liability Insurance.

M. H. BAKER

7 1/2 N. 3RD ST.

HERE ARE FIGURES ON NEW YORK'S AUTOMOBILES

C. H. Larson gives out the following illuminating and impressive facts about the number of automobiles in New York:

Placed end to end they would extend in a solid line more than six hundred miles from New York to Philadelphia.

Piled one on top of the other, the tires on the wheels would make a column over 50 miles high.

If the contents of the gasoline tanks were emptied into a huge reservoir it would take 10 men working eight hours

a day over two years to bail out the liquid.

There is enough glass used by the cars to provide a pane six feet high reaching from New York to Philadelphia.

The wood in the steering wheels could be formed into a cast circle almost 60 miles in circumference. The unused valves in the limousines could hold practically a day's shipment into the floral market.

The above figures, Mr. Larson declares, are 90 per cent accurate and not the result of fanciful guesswork.

Highway engineers in Illinois, Indiana, New Jersey, Ohio and Pennsylvania have made definite plans which will result in the main trunk lines being kept open from snow all winter.



THE THREE MOST IMPORTANT THINGS IN BUYING A TRUCK ARE QUALITY, SERVICE AND PRICE

The quality of ACE trucks began when we decided to make the best trucks that could be made. The proof of quality comes from the hundreds of present owners of ACE trucks.

The service behind ACE trucks began in our selling plan that provides not only our factory test at the beginning, but our own monthly inspection and the most perfect local organization for instant service, no matter where the ACE owner's truck may be.

The price of ACE trucks includes only our own cost, plus our profit, plus the cost of distributing trucks direct to our owners. There are no intermediate expenses or profits to be shouldered upon the purchaser.

The ACE plan thus looks at the economy, the satisfaction and the profit of the purchaser as the most important consideration.

The verification of the QUALITY, SERVICE and PRICES of ACE trucks is best made through inquiry to owners of ACE trucks.

Our Selling Plan is absolutely original and unlike any former method of sales and service. An inquiry will put the complete information before you.

The following are ACE owners in Newark and vicinity, to whom we gladly refer you as to the performance of our trucks:

- C. W. MILLER PACKING CO.
- P. SMITH & SONS LUMBER CO.
- R. B. WHITE LUMBER CO.
- THE AMERICAN BOTTLE CO.
- THE NEWARK TELEPHONE CO.
- C. M. JOHNSON, Claylick, Ohio.
- HOMER JOHNSON.
- R. B. HAYNES.
- THE NEWARK IRON AND METAL CO.
- WHITEHILL-HEASLEY OIL CO., Toboso, Ohio.

DIRECT SALE—DIRECT SERVICE—DIRECT RESULTS

THE AMERICAN MOTOR TRUCK CO.

NEWARK, OHIO

Get a Whole Truck

ACE

MOTOR TRUCKS
2 1/2 TON

OWNER KNOWS OF OVERLAND VALUE

Mechanical Perfection and Beauty of Lines Are Soon Apparent.

Man Who Has Tested Efficiency By Hard Usage Appreciates Car.

Attracting unusual interest last year because of the new engineering achievements embodied in their construction, the Overland models to be displayed at the Columbus no doubt will be the attraction for many admirers.

The F. M. Rugg Overland agency, which is exhibiting numerous models, declares that praise has come to this car not only because of its splendid lines but also because of its numerous mechanical perfections which become known only after an owner has driven his car through many miles of hard usage.

Little more than 14 years ago, the Willys-Overland company turned out 365 cars in its first year production. That was in 1908. Gradually the production was increased until in 1916, 122,770 cars were produced. Then, due to war contracts, the production was decreased.

Sensing the spirit of the times, the Overland centered its big production on Model 20, a moderately-priced, wonderfully efficient car, the service and economy of which fitted in with the spirit of the times. More than 115,000 of these were produced.

As a result of the strict economy made necessary by the war and the desire on the part of the public for light cars, with the utmost riding comfort, the Willys-Overland developed the light Overland. More than 130,000 of these were turned out in their first year of production.

This car's three-point triplex suspension is acknowledged by experts to be the greatest improvement in riding comfort since the introduction of pneumatic tires.

Through the triplex spring suspension, this Overland, with a wheelbase of 130 inches, has an actual riding base of 130 inches.

The Overland touring car, sedan and roadster models are shown at the salesrooms in West Main street.

Popularity of this car this season has been increased by the announced reduction in price from \$1025 to \$895, a saving of \$130 to the careful buyer.

This light, freedom has reason to be a wonderful light car for durability, comfort in riding, and reasonable upkeep.

During the 1930 car, automobiles, products expected from the United States exceeded \$24,000,000 in value.

During the period a total of 129,875 cars and trucks were sent to 51 countries.

Spare the horsepower and ruin the car.

WISE CAR OWNER BUYS INSURANCE PROTECTION

"The wise car owner in these days of banditry and robbery is the man who is alert with the feeling of security which comes from having his car well protected against theft," said M. H. Baker, who is Newark agent for a number of insurance companies.

"Newspapers each day tell the story of the toll taken by the thieves. Until such time as the state takes adequate steps to protect the owner, his only assurance of security is to have his car well insured."

"Owners find extra comfort in the protection we carry against accident liability and fire loss."

YOUR DEPARTMENT AFTER AN ACCIDENT

No matter how trivial or how serious it may be, get the facts about every accident in which your car is involved. These facts should be written on paper at once, for they may be of great value to you, your employer, or to your insurance company.

The important points in such a report include:

Name, sex, and address of injured persons, other drivers and witnesses. License numbers of other cars involved.

Exact location of accident, street, house number, etc.

Date, and time of day or night.

Weather conditions (rain, snow, clear, dark, etc.).

Street conditions (dry, wet, asphalt, brick, etc.).

Nature and extent of accident (persons injured, damage to property, another or your own car, etc.).

Circumstances of accident (speed and direction of other vehicles involved, were horns used or proper signals given, etc.).

Whose fault.

A pencil sketch showing as much detail as possible.

In case of accident, do not hesitate to give your name, address, name of the car owner, and license number to any one who may ask.

If an accident happens, keep your head and do not leave the scene of the accident until you are justified in doing so. The "blame" comes away after a person has been killed or injured is almost invariably unproven.

Drive the injured person to the nearest doctor's office or hospital, and report at once to a policeman at the police station.

If you are held over for a night in jail, you may be released on bond.

While out on bond, it is best not to make any statement to any one except to your attorney. It is best to appear for a coroner's inquest at the exact time specified.

Cleveland, Detroit and St. Louis have become inland seaports for the exportation of passenger cars, motor trucks and tractors.

Adjusting valves (on close valves) them to 20 and motor to skip.

NEW REO BODY ALL ALUMINUM

Engineers Avoid Extremes But Keep Car Up-to-Date in Design.

New "Six" Motor Is Easily Accessible For Necessary Adjustments.

The external appearance of the new Reo cars are all strikingly beautiful. The designers have stuck to the latest styles, yet they have avoided the extreme, keeping always in mind that most cars and designs will be out of style within a year or two. The body is of the popular stream-line type with bevel edge, with plenty of room for the passengers to enjoy long rides without being fatigued. The Reo is probably the only car in its class that has an all aluminum body.

The interior is beautifully upholstered with the best of hand-buffed leather, enameled glass finish in the touring and roadster models.

The new "six" motor is very accessible and each unit is easy to reach. A great improvement is the removable multi-cylinder head. Another feature is the over-hauling Reo oiling system, which not only keeps the piston rods flooded with oil, but also takes care of the connecting rods, the rocker arms and valve stems.

The new chassis is in all essentials the same that has been used for two years. At first glance nothing different will be noted, but upon close inspection many pleasing things will be found that will convince you that it has many features that are worth while and that cannot be found on many of the other cars. Regular equipment for the new models will include the North-East electric starting and lighting system, storage battery, headlights, tail and instrument lights, trouble light sockets, speedometer, ammeter, electric horn and one-man top with curtains and slip cover.

The municipal government of Los Angeles leads all other cities in the United States with a total of 370 official automobiles.

Motor-propelled vehicles are in almost universal use in fire departments in cities, towns and boroughs in the United States.

Motor license plates in Connecticut for 1921 are larger in size than any other state. The plates measure nearly 20 inches in length.

Five thousand freight cars are needed each year in the United States to carry automobiles, trucks and finished parts, exclusive of tires and unfinished materials.

The first model of motor trucks were simply express bodies mounted on passenger car chassis, and were far from being reliable hauling units.

Most of the rattles around an automobile come from loose shackles and most owners are unaware that it only takes a few minutes to tighten them.

A trip over Newark's streets in a car is harder on it than a couple of hundred miles of travel.

Fill the oil wells and grease cups on your car in the winter; that's when

the bearing surfaces need lubrication most.

The battery is a hard working unit in the winter season; inspect it frequently.

You cannot live without drink; your battery needs a drink every two weeks.

Cover all of your radiator but six inches at the top of the winter season and you will get a smoother working motor and better mileage out of your fuel.

The mild winter passing has been a hard one on the anti-freeze manufacturers' pocketbook.

Don't trust your eye but a tire gauge when inflating tires unless you want to ruin casings.

Pouring a pint of engine oil into the transmission, using a heavy gear compound, will make gears shift easier in the winter time.

The bearing that throws out the clutch works and should be packed with grease often; a large grease cup is generally attached to this bearing.

A motor in which the detachable head is used as one big internal hot spot to break up the low grade fuel and deliver mileage is offered in a new model built by a large motor corporation.

Practically two-thirds of the states have adopted the hypheated numerals on motor license plates.

New York state has more commercial motor trucks than all of the British Isles. The registration is 110,000.

American-made automobiles are operated in more than 100 countries, colonies and islands throughout the world.

Commercial automobiles are displacing the ex cart and the coddle in transportation of products in British Malaya.

Three-quarters of all families in the United States are financially in a position to own and operate automobiles.

Parking automobiles in the congested business section of Chicago is prohibited. The area covers a square mile of territory.

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Three-quarters of all families in the United States are financially in a position to own and operate automobiles.

Parking automobiles in the congested business section of Chicago is prohibited. The area covers a square mile of territory.

The municipal government of Los Angeles leads all other cities in the United States with a total of 370 official automobiles.

Motor-propelled vehicles are in almost universal use in fire departments in cities, towns and boroughs in the United States.

Motor license plates in Connecticut for 1921 are larger in size than any other state. The plates measure nearly 20 inches in length.

Five thousand freight cars are needed each year in the United States to carry automobiles, trucks and finished parts, exclusive of tires and unfinished materials.

The first model of motor trucks were simply express bodies mounted on passenger car chassis, and were far from being reliable hauling units.

Most of the rattles around an automobile come from loose shackles and most owners are unaware that it only takes a few minutes to tighten them.

A trip over Newark's streets in a car is harder on it than a couple of hundred miles of travel.

Fill the oil wells and grease cups on your car in the winter; that's when

the bearing surfaces need lubrication most.

The battery is a hard working unit in the winter season; inspect it frequently.

You cannot live without drink; your battery needs a drink every two weeks.

Cover all of your radiator but six inches at the top of the winter season and you will get a smoother working motor and better mileage out of your fuel.

The mild winter passing has been a hard one on the anti-freeze manufacturers' pocketbook.

Don't trust your eye but a tire gauge when inflating tires unless you want to ruin casings.

Pouring a pint of engine oil into the transmission, using a heavy gear compound, will make gears shift easier in the winter time.

The bearing that throws out the clutch works and should be packed with grease often; a large grease cup is generally attached to this bearing.

A motor in which the detachable head is used as one big internal hot spot to break up the low grade fuel and deliver mileage is offered in a new model built by a large motor corporation.

Practically two-thirds of the states have adopted the hypheated numerals on motor license plates.

New York state has more commercial motor trucks than all of the British Isles. The registration is 110,000.

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LICKING OWNERS SAVE \$200,420

Additional Tax On Horsepower and Gasoline Is Eliminated By Efforts of Automobile Association.

Through the efforts of the American Automobile association the national organization of automobile owners, together with other organizations representing various branches of the industry, the owners of motor vehicles in the United States have been saved an additional tax burden of approximately \$131,250,000 in securing the elimination of the additional federal tax on horsepower and on gasoline which had been proposed by the congressional tax committee.

These figures are based on an increased tax proposed of 50 cents per horsepower and a tax of one cent per gallon on gasoline, and figures on the more than seven and a half million motor vehicles in use in the United States last year.

Discussing this tax, Charles C. Jones, secretary of the Ohio State Automobile association called attention to the fact that it would mean a saving to motorists in Ohio of approximately \$9,520,000 based on the number of motor vehicles in use in the state last year, and continuing the process of figuring, down to a county basis means a saving of approximately \$201,520,000 to the owners of such vehicles in Licking county.

In bringing about the elimination of the extra federal tax, by the tax committee of the lower branch of congress, the representatives of the American Automobile Association and other organizations pointed to the fact that the past year motor vehicles throughout the country carried a load of \$145,000,000 in federal taxes, in addition to which the revenue from license tags in the various states totalled \$54,000,000, while the personal property tax paid on cars amounted to approximately \$50,000,000.

The federal tax which had been proposed would have meant an increase of 210 per cent over what is now paid, while in many states additional taxes are proposed to increase state revenues that would pile up a burden on the motor vehicle owners, which for many would be practically prohibitive.

The activity of The American Automobile Association, according to Secretary Jones, is evidence that it is looking after the interest of its membership, of whom there are upward of 50,000 in Ohio, and in looking after the members if the association it has also protected those owners of motor vehicles who are not affiliated with any organization. The Ohio State Automobile Association is a member of the national association and because of this connection all members of local clubs holding membership in the state association derived the benefit of any good work accomplished by the A. A. A.

Automobile manufacturers in England are building from waste materials. All parts, including wheels and chassis, are stamped out, each, each complete in one piece, and then fitted together. The materials used are slag, clinkers and sawdust, covered with a metal solution. It is said the car can be retailed for \$250.

PORTABLE GARAGES ARE EASILY CONSTRUCTED

The R. H. White Lumber company, which has several branches in Licking county, is making a specialty of "Pro-Slate" panel buildings, which are especially suited for garages. As a matter of fact, the Pro-Slate company has designed single, double and truck garages and a special garage for the Ford. These buildings come complete, ready for erection. They are built of standard unit panels, which are bolted together, panel by panel, to form the garage.

Pro-Slate is a tough, durable wall and roof material, weatherproof and water-proof. It has a heavy coating of crushed rock, which makes it fire safe and unnecessary to paint. The material is guaranteed by the White Lumber company to give complete satisfaction, to wear to retail its beautiful surface and to resist the action of the elements. The garages range in price from \$165 to \$330.

AUTO JOKES POPULAR WITH HUMOR HOUNDS

The popularity of the automobile has just about crowded mother-in-laws out of first place as the basis for the newspaper paragraphers' and vaudeville artists' jokes. Screen "Topics of the Day" seem to contain the following about the auto:

"What do you think of my car?" "I see you've got a good horn. Why don't you jack it up and run a new car under it?"—Boston Transcript.

A flivver in Kankakee, Ill., broke the arms of four persons who attempted to crank it, in less than a week. That's what comes of crossing a bicycle with a mule.—Utica Tribune.

Sign in garage: "Equip your flivver with our cuckoo clock. When the blam'd thing reaches 20 miles an hour the bird comes out and sings 'Nearer My God to Thee.'—Ithaca Journal-News.

"I just bought a Ford." "I got a Rolls-Royce." "That's a good car, too, isn't it?"—Bystander, London.

We never saw a horse laugh. But when a horse sees a four-year-old flivver staggering up the street he has a right to laugh.—Cincinnati Enquirer.

Sign in village garage: "Automobiles and Fords repaired."—American Motorist.

The way large families are packed into small cars, some inventor ought to devise a folding child for parents who own flivvers.—Border Cities Star (Windsor, Can.).

"On the road yesterday we saw a sign 'Sea food a specialty.' 'Well, what happened?' 'Our auto turned turtle.'—Baltimore American.

For Sale—Late model Ford touring car. Apply Herman's tin shop.—Watertown Standard.

The average working life of a horse is nine years and 15,000 miles of travel. Motor trucks, in many cases, are found after having covered from 100,000 to 200,000 miles.

The Automobile Club of Southern California is erecting a series of warning signs designed to encourage both drivers and pedestrians to the utmost care and safety.

GOVERNMENT USED BATTERY

New Device Used During War Is Now Available For Public Consumption, Makers Announce.

The history of the automobile business is a record of continuous progress. From year to year car owners become more and more exacting in their demands for greater reliability and longer life.

In the battery field, the Philadelphia Diamond Grid battery has long been universal conceded to be a good battery. It has been guaranteed for the exceptionally long time of 18 months, and the number which have failed to outlive 18 months is negligible.

But, during the last five years, the Philadelphia Storage Battery company engineers have been busy developing, testing and making ready for quantity production, a new device called the Philco slotted retainer, which adds at least one-third to the already long life of the Philadelphia Diamond Grid battery. During the war, the government absorbed practically the whole output of Philco slotted retainers, but with the cancellation of war contracts it has become possible to offer the Philco retainer to the motoring public.

The new Philadelphia Diamond Grid battery with the Philco slotted retainer is guaranteed for two years and bears the same relation to the old battery that the cord tire bears to the fabric tire. Both are made in the same plant and largely of the same materials, but on account of different and more costly structure, one outlasts the other, and also provides greater insurance against interruption of service.

The Auto Electric Specialty company at 56 West Main street, of which S. E. Alresman is manager, is the exclusive agent in Newark for Diamond Grid batteries. It carries in stock a full assortment of sizes for various makes of cars and is prepared to give prompt service. This company specializes in automobile electric work of every kind and the work rooms are equipped for turning out satisfactory work on short notice. Recently, the plant has been remodeled and a new office and storage room for parts installed.

LARGE EXPORTS OF MOTORCYCLES REPORTED

The treasury department reports that during the month of December, motorcycles and parts to the value of \$1,386,623 were exported from the port of New York. These went to Belgium, Holland, Norway, Spain, Sweden, England, Austria, New Zealand and British South Africa.

To obtain an automobile license in London all that is necessary is to fill out a form giving name, age, type of car, etc. The fee is \$1.

Ohio is leading with the largest gain in motor car registrations for the past year. Oklahoma and West Virginia share honors for big gains.

INTERESTING NOTES OF MOTORING WORLD

Because of a shortage of automobiles in Europe, cars are selling at figures far beyond their actual value.

Norway has just commenced operating its first automobile factory. The output is estimated at 200 cars a year.

It is estimated that 15,500,000 gallons of gasoline is used daily by motor vehicles throughout the United States.

Nevada, with the smallest population, has one motor vehicle to every 12.76 persons in that state. In New York with the largest population, there are 19.12 to each car.

Municipal underground parking stations for motor vehicles have been in operation in Europe for more than 10 years. They are found in Berlin, Paris and Rome. The average capacity of the subway garages is 200 cars.

In the rural districts of Colorado and Utah motor transportation is furnished children from their homes to public schools.

A forfeit of \$600,000 a day is made by one of the largest automobile manufacturers in the United States as a result of the new price reduction.

One of the latest French passenger automobiles, recently exhibited in this country, is distinguished by brakes on all four wheels, while it is claimed will stop the car moving at 65 miles per hour in 100 feet.

STUDEBAKER SELLS 500,000 CARS

More than 5,000,000 motor driven passenger and commercial vehicles are in operation in the United States today, and of this number the Studebaker corporation built and marketed over 500,000, distributing their product through 18,000 dealers.

From South Bend, Ind., comes the information that 52,000 Studebakers were turned out by the South Bend, Detroit and Canadian plants in the year ending December 31, 1920. The best previous production was 38,800 in 1919. President A. R. Easkine, in a letter to distributors, January 27, reports unsold cars on hand at that date at 1,400, or about a two weeks' supply. Cars are now being built on orders, but the ultimate aim is to increase production to 800 cars a week. The new Studebaker home of the Light-Six is at South Bend and was erected at a cost of \$20,000,000. What was formerly the wagon works there has been remodeled and is now used exclusively for the building of closed bodies. The Special-Six and Big-Six models are built in Detroit.

Talking in dollar terms, dealers last year marketed \$115,000,000 worth of Studebakers, and President Easkine for 1921 anticipates sales in excess of \$150,000,000.

Over one million motor vehicle licenses have been issued in Pennsylvania this year.

Auto polo will be a special feature at the state fair at Trenton, N. J., from September 27 to October 1, inclusive.

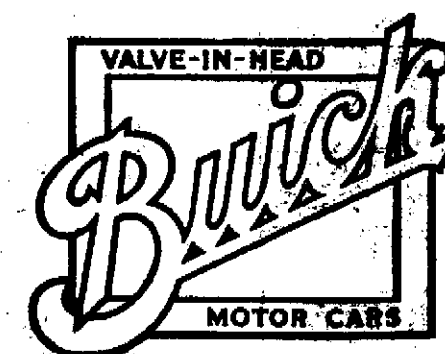
ATTENTION— AUTOISTS!

Forget your Radiator troubles. If it should become frozen and crack or spring a leak, let us repair it.

If it is beyond repair, we can rebuild or replace it with a new one at reasonable cost.

E. F. HOLTSBERRY

25 South Fifth St.



EVERY Buick Owner esteems his car because of its dependableness—its ability to "come through". To this, the new 1921 Buick models bring improvements and refinements that add to the joy of possession of every Buick owner.

A new graceful, low, streamline body. A more roomy interior with comfortable seating arrangement, and a more resilient spring suspension which makes riding delightful, are but a few of the new features.

For twenty years greater ruggedness and endurance have been built into each succeeding Buick model—for Buick has always realized that utility is the true measure of motor car owners.

CORD TIRES REGULAR EQUIPMENT FROM JANUARY 1, 1921

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM. WHEN BETTER AUTOMOBILES ARE SOLD SPILLMAN WILL SELL THEM.

NEWARK BUICK COMPANY
THE HOME OF THE BUICK

DISTRIBUTORS FOR

LANCASTER TIRES

This coupon if presented within 10 days will entitle you to a

\$1.00 DISCOUNT

from these prices.

6000 MILES GUARANTEED

30x3	\$11.50
30x3 1/2	14.95
32x3 1/2	16.95
31x4	22.45
32x4	22.95
33x4	23.95
34x4	24.95

Or We Will Sell You The Same Tire
Guaranteed For

30x3	\$ 9.25
30x3 1/2	12.50
32x3 1/2	13.95
31x4	16.95
32x4	17.25
33x4	18.90
34x4	19.50

NEWARK TIRE & REPAIR CO.

17 North 4th St.

Phone 2178

Maygul Moto Oils

LESS CARBON
FOR ALL MACHINES
LUBRICATES LONGER

BETTER GASOLINE

FREE AIR—WATER

Granville Road Filling Station

NEW ALLEN CAR BUSINESS MODEL

Manufacturer Urges Its Latest Creation As Ideal Small Car.

Just the Thing For Professional Man Who Wants Style and Power.

From the Allen Motor Co., Columbus, comes their latest creation, the Business Car, a strictly 1921 model, designed for the man in a hurry, the man who doesn't like to fuss with a large car, the doctor, the traveling salesman, the merchant. This new model, for which the Central Ohio Motor Sales Company, 41 South Second street, is Newark agent, is a three-passenger model, very sporty in looks and so light that the powerful Allen motor makes child's play of the steepest hills and the longest trips. The rear deck has a very large carrying compartment and there is a cunningly placed compartment just back of the driver that is ideal for a brief case or doctor's grip.

The Allen motor is of the four-story type, specially constructed for accessability. The superheating system made by direct contact of the intake with the exhaust manifold makes for easy digestion of low-grade gasoline. Some of the other mechanical features are: Westinghouse two unit starting and lighting system; Connecticut ignition with automatic circuit breaker; Stromberg carburetor; thermosiphon cooling system; pressure-splash lubrication; Borg & Beck clutch; Hotchkiss drive with hollow propeller shaft and Detroit bearing universal joints; Columbia axles and Stewart vacuum feed fuel system.

Safety is paramount under the hood, the ignition system being all on one side of the motor and the fuel system on the other. The starter is placed on top of the fly wheel housing for accessability.

Squeaks, groans and wrenching noises are done away with in the new Allen. To accomplish this the body is made of metal and models with glass windows have them sliding in felt. The straight lines of other Allen models have been replaced by a clean, even sweep of graceful curves which is altogether pleasing to the eye. Comfort while driving is a detail which has been carefully attended to, the wheel being secured so as to be free from tremors and of the full screw gear type.

All the models of the Allen line come in any one of four colors. They are sapphire, a rich dark blue, garnet, a deep maroon lake, turquoise, a light greenish blue and amethyst, a snappy violet. Each has its special trimming combination. At the option of the buyer the artillery type wheel may be substituted by wire wheels or that of laminated wood, known as the Dayton Discwood.

Besides the Business Car the Allen line includes for the 1921 season the Art-Craft five passenger model, a beautiful creation, which will give a sensation, the regular open touring model and the four-door sedan, a different machine from previous Allen cars, a car for the utmost comfort and extravagance.

Allen has proven itself to be the moderate priced four-cycle car on the American market. New Allen Art-Craft cars are used by the Central Taxicab line of this city and have proven themselves beyond expectation having been driven up to 22,000 miles without the least showing of any chronic trouble, not even setting up of the connecting rod bearings. Mr. McDough's manager of the taxicab company is an enthusiastic booster of the Allen, who can boast from the real service and satisfaction the cars have given both to him and his patrons.

MOTORCYCLE INDUSTRY IN HEALTHY CONDITION

That the motorcycle industry has no place for "calamity-howlers" is indicated in the fact that during the much talked of slump, which has required so much attention during the immediate past, there have been no reports of motorcycle dealers or manufacturers closing their doors. The industry, while not running quite at normal is nevertheless in an entirely healthy condition and expressions of optimism are very much in evidence throughout the trade. The exception to the open winter has been in a large measure responsible for the present optimism since since motorcycleists generally have not abandoned their machines. Both dealers and manufacturers are looking forward to at least a normal year during 1921 and in numerous localities the cut-back indicates a season of exceptional prosperity.

INTERESTING NOTES OF MOTORING WORLD

In the vicinity of Detroit and nearby towns there are 24 automobile factories and 18 motor truck manufacturers.

Windshields were first installed on passenger automobiles when women motorists complained that the strong breezes disturbed their hair.

Although there are more automobiles in the United Kingdom than any other European country, its number is surpassed by Canada, which totals 10 per cent more than the mother country.

In Woodland, Cal., there are but four horses left to drive a vegetable, a milk, laundry and an express wagon. All the other business of the city is motorized, including the fire and police departments.

BEENEY MOVES TO NEW ROOM

Will Bring Bicycle Business From East Newark—Location in Emerson Block in West Main Street.

The Newark Cycle and Supply company will open for business about February 21 in the Emerson building at 23 West Main street next to the Advocate office.

It will conduct a strictly up-to-date bicycle-automobile store and service station. The firm is composed of Messrs. Howard Beene and Robert Beene. Howard Beene has been engaged in the motorcycle and bicycle business on East Main street for the past eight years and has enjoyed a very prosperous business. Some weeks ago he sold the motorcycle agency to P. L. Hayes of Columbus who is conducting the business at the old location. Robert Beene has been employed at the W. H. Mazy store for the past twenty years. Both men are popular with a large circle of friends and a bright future is predicted for them in their new business venture. The new location will give them an opportunity to appeal to the trade from all parts of the city and county and a cordial invitation is extended to call on opening date.

SERVICE TO AUTO OWNER IS SLOGAN

C. R. Jones Motor Company Does More Than Sell a Car—Its New Owner Gets Future Assistance.

The slogan of the C. R. Jones Motor company is "Ask the Man Who Drives a Studebaker." This can and does mean many things. From the owner the Studebaker agency would have you feel in whether the car is sturdy, dependable, economical, silent and smooth in performance and this is the big important item—how about service. Regardless of a car's goodness, it is no better than the service behind it. The average owner is not a mechanic. Trifling things that are only anti-hills out to the owner mountains, arise and that is where an agency with the right service policy scores. The personnel of the Jones Motor Co. is deeply interested in perfect and satisfactory performance on the part of every Studebaker. Whether an owner needs a little service or not, he wants to feel that he can have it with dispatch if the occasion arises. It is a lot like carrying the insurance. The protection is there if you need it. According to Mr. Jones a service station in Elmwood court handy to the salesroom is in contemplation. A brick structure 20x75 ft. is to be used. Mechanics, Studebaker trained, will be employed. The purpose is to expedite all adjustments. Devises will largely be eliminated through the system employed. Additional service parts will be added to the inventory carried and prompt and courteous attention will be one of the predominant rules of the parts and servicing departments.

COMFORT FOUND IN '21 AUBURN

Long Wheel Base and Skillful Balance Gives Car Easy Riding Feature So Desirable For Pleasure Car.

Spirited in every line, trim, smart and charming, the Auburn gains an appreciative eye wherever it is seen. Comfort to the fullest degree is found in the unusually long wheel-base, the skillful balance of car weight, the low center of gravity preventing side sway, the extra-length semi-elliptical springs, the double-decked seat cushions, with multi-inch upholstery and in natural shape of the seat backs. The straight line of the bonnet merges with and is continued by the bevel edge of the body rail.

Part of the beautiful appearance of the Auburn Beauty Six is due to the fine color schemes used of royal blue or purple lake bodies and hood, with fenders and flashings black enameled. The Auburn six-cylinder motor develops 35 horsepower, dynamometer test; a disc clutch and selective type, sliding gear transmission properly delivers the power to the heavy, 33-inch artillery type wheels. A six-volt two-unit electric system combines generator and ignition.

Regular equipment consists of new style Duplex electric headlights; electric cow lights, new two piece, clear vision, ventilating windshield; magnetic type speedometer one-man top Gabriel snubbers in front complete set of tools carried in special compartment of front door jack, tire repair outfit are also included.

The Auburn Automobile company, which is one of the oldest and most reliable automobile manufacturers in the country, is now putting one of the most complete lines of cars on the market. The styles of cars now in production are the five-passenger touring, four-passenger tourster, five passenger sedan, four passenger coupe and two passenger roadster. The Central Ohio Motor Sales company, distributor, is kept busy with inquiries and demonstrations and expect to place a large stock of cars in this city in the early spring.

MOTORISTS WELCOME LOWER GAS PRICES

Motorists are welcoming the nationwide reduction in gasoline prices to follow the action of the Standard Oil companies of New Jersey and Louisiana which announces a drop of 1 cent per gallon recently.

The statement of Walter C. Teagle, president of the New Jersey company, gave credence to prophecies made in motor circles during the summer that the unprecedented production of fuel would ultimately bring lower price levels.

Official government reports and figures of the oil authorities show that fuel production will break all records in 1920. The America Petroleum Institute predicts a domestic oil output of 450,000,000 barrels, plus a Mexican production of 125,000,000 barrels. This means a gain of 19 per cent in the United States field.

The United States Bureau of Mines figures show that in August the highest production figures of the year for gasoline were reached with a total of 14,377,143 gallons.

In addition to the gain in production much of the fuel formerly wasted, can be saved. The Bureau of Mines has pointed out how 300,000,000 gallons of gasoline can be saved out of the 600,000,000 which evaporate from oil on the way through pipe lines to refineries.

Great Britain is expending \$140,000,000 a year on highways.



STORAGE BATTERIES

for Overland, Dort, Ford, Buick and other popular cars—reduced from \$42.00 and \$44.00 to an exchange price of

\$30.63 and \$34.23
INSTALLED READY FOR SERVICE

USL Batteries for all other makes of cars reduced to just as attractive prices. We repair starting motor, generators, magnetos and batteries.

F. M. RUGG ELECTRIC CO.

H. C. Cavendish in charge.
62 West Main.

Fordson

—TRADE MARK—

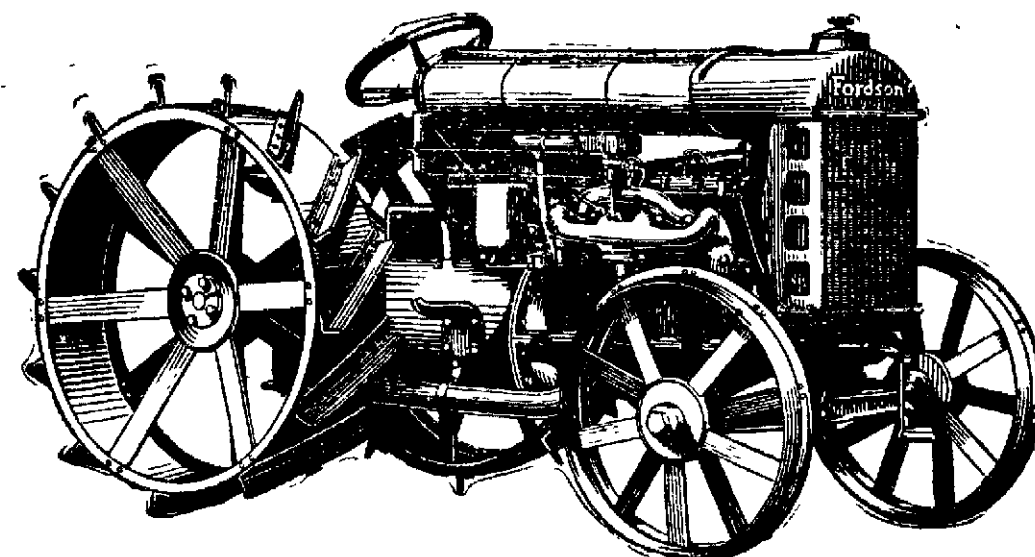
Farm Tractor

The Fordson cuts the cost of preparing land almost to half of what it cost with horses. But even more important is the fact that the Fordson saves from thirty to fifty per cent of the farmer's time. And time saved—getting fields in shape to plant in the proper season; getting things done when they should be done—means money to the farmer. Besides it helps greatly in solving the labor problem.

As ever, the machine way is proving more efficient, faster, easier than the old hand way. In the factory, the machine increases production, saves labor—produces more at less cost. And that is what the Fordson does on the farm. The Fordson way is the machine way of farming. Besides it helps the labor problem.

The Fordson's first cost is low; and the after or operating cost is low. It is a compact, easily handled tractor, backed by the greatest tractor service organization in the world.

We are Fordson dealers. Not only do we sell Fordson tractors, but we carry a stock of Fordson parts and employ Fordson mechanics to help the farmers get the best results from the Fordson. Let us demonstrate the Fordson on your own farm.



Fordson Tractor \$625.00 F. O. B. Detroit.

A. P. HESS AUTOMOBILE COMPANY

A GENUINE SERVICE TO YOU
K. OF P. BLDG. E. MAIN ST.

ANNOUNCEMENT

On or about February 21st, we will open at 23 West Main Street next to Advocate a modern and up to date Bicycle and Auto Tire Store and Service Station handling Racycle, Excelsior and Crown Bicycles.

Pennsylvania Vacuum Cup Auto Tires. Watch for our Grand Opening.

NEWARK CYCLE AND SUPPLY CO.

Howard Beene

Robert Beene

AUDITORIUM GARAGE

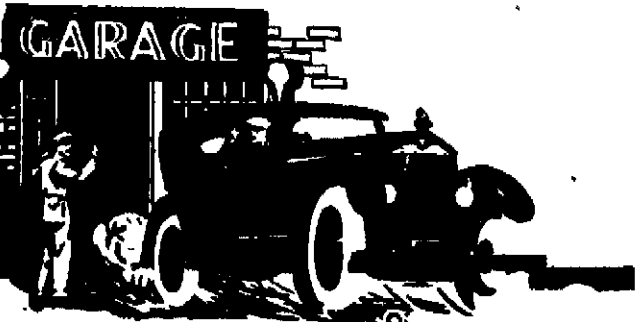
Do you need your car overhauled? If so drive in, we will carefully inspect the job and guarantee you satisfaction both on the work and the bill.

We also wash and polish cars.

THE AUDITORIUM GARAGE

Phone 1619

R. C. Hildreth, Mgr.



DODGE BROTHERS 4 DOOR SEDAN

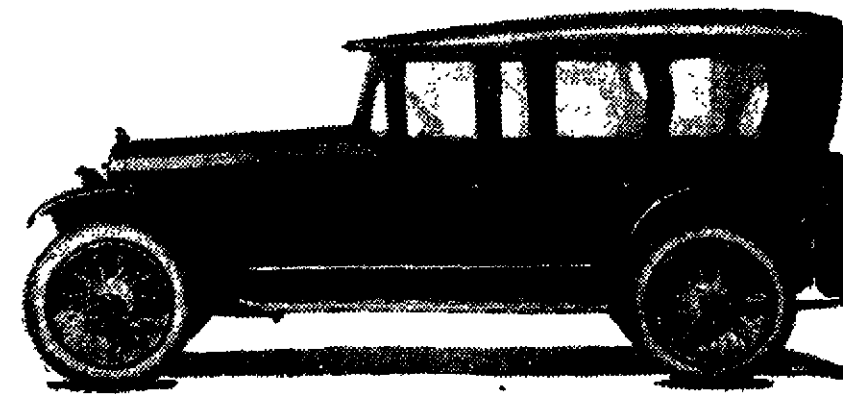
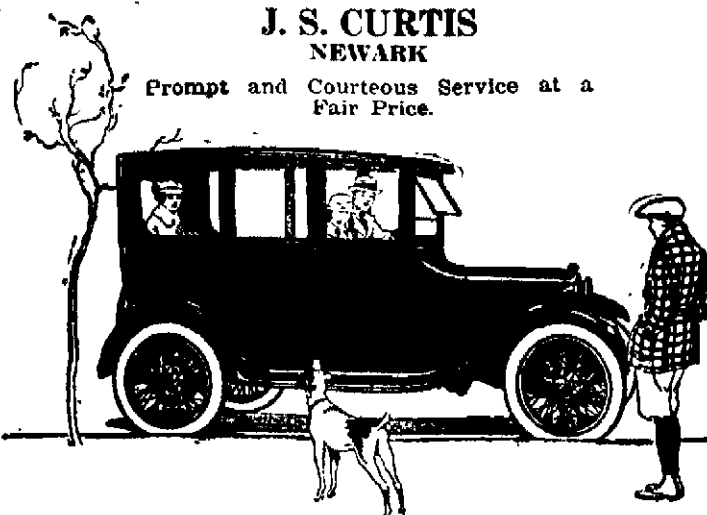
The Sedan has become a permanent part of the substantial domestic life of the nation.

This could not be so if the car were not deserving in the sense of being good and economical.

The gasoline consumption is unusually low
The tire mileage is unusually high

J. S. CURTIS
NEWARK

Prompt and Courteous Service at a Fair Price.



A NEW TOP ADDS SO MUCH TO THE APPEARANCE OF YOUR CAR, IN ADDITION TO GIVING AMPLE PROTECTION FROM THE RAIN OR SUN, THAT YOU SHOULD HAVE ONE, BY ALL MEANS.

Curtains that fit tight and are adjusted quickly, Crystal light glass in the rear, Gypsy curtains—and the old Bus will look like the latest model.

It does not require much time or money to enjoy these added conveniences. Drive in today and talk it over.

TIP TOP AUTO TOP CO.

52 WEST MAIN

PHONE 2155

FUTURE AUTOS MUST USE LESS FUEL SAYS EXPERT

Cars Must Be Reduced in Weight, Syracuse Builder Believes, if Problem Is To Be Solved.

The final solution of the gasoline supply problem cannot be found merely in the more careful use of fuel by present owners of motor cars. This is the opinion of H. H. Franklin, president of the Franklin Automobile Company, Syracuse. As a manufacturer, Mr. Franklin is looking to the day when many more automobiles will be required for this country's transportation needs than are now in service. The achievement of this development, he says, is vitally dependent upon that would not be prohibitive.

Mr. Franklin urges that automobile manufacturers interest themselves in the question in an entirely different way than present conservation plans include. The motor car designer must be depended upon for the solution, by building the car of the future to use less gasoline. The accomplishment of this objective, Mr. Franklin points out, involves three things: first, the reduction of weight; second, the limitation of the size of cars, and third, closer adaptation of the power plant to the actual performance requirements of an automobile.

"It is not a far cry," says Mr. Franklin, "to expect our experience to parallel closely that of Europeans, who have always been compelled to stretch their fuel supply. In the face of this condition, the smaller cars and smaller engines have predominated. American engineers have before them, for the same reason, the passing of the so-called high powered car. It is now realized that any excess of an already limited gasoline supply. It is not unlikely that future American design will, in the smaller, normally powered cars to come, bring into play more gear work on hills, something which the European motorist is already accustomed to."

According to figures compiled by Mr. Franklin, the extension of the use of motor cars in the United States, so desirable in years to come would be the natural outcome of this new line of development. The saving of fuel in one year's time, provided all cars were built to average 20 miles to the gallon of gasoline, would at this time supply 700,000 additional automobiles. Any evidence as strong as this, and applying so closely to the economic standing of automobiles, should, Mr. Franklin thinks, compel the most painstaking study of the real fundamentals back of motor car economy on the part of the industry itself.

David L. Day, now 88 years old, of Cheverly, Md., recently visited his old home at Paris, Ky., covering the entire distance by automobile. In 1858, Mr. Day left Paris driving a pair of oxen to a wagon to try his fortune in the far west.

During the world war Germany used commercial alcohol, distilled from sawdust and various kinds of waste vegetable matter.

MAYGUL OIL SOLD AT GRANVILLE ST. STORE

The Granville Road filling station is featuring Maygul oil which it claims is one of the best automobile and machine oils that the market affords. The use of Maygul oils means less carbon and longer service. The station sells only good quality gasoline and is in position to give prompt attention to all patrons. Free water and air for the use of motorists. The Granville Road filling station is a good place to make your first and last stop on your way to and from Newark.

ELGIN CAR GREETED NAVY BALLOONIST

Takes Part in Parade in Honor of Men Who Were Rescued From Canadian Wilderness.

When the navy balloonists, Lieutenants Kloor, Hinton and Farrell returned to their home station at Rockaway, Long Island, after their stirring adventures in the north woods, one of the first to greet them was A. M. Frankel, Elgin representative in Rockaway, and an Elgin Six. During the procession that was a part of the public reception tendered the heroes the Elgin carried the aviators.

James Rogers of Rockaway was so impressed with performance of the Elgin traveling at such a slow speed in high gear throughout the parade that he went to the New York show, looked over the Elgin models and purchased a coupe.

The Dustheimer Brothers Motor Sales Company at 41 South Fifth street is the Newark agent for the Elgin Six which is proving a big winner among motorists. They have on the floor the late models and are prepared to give demonstrations to any one interested. In addition to handling the Elgin car they do a general garage and repair business and can render prompt and efficient service on any make of car. They also conduct a strictly up-to-the-minute storage and car wash room service. They solicit the opportunity to estimate your needs whether it is the purchase of a new car or repairing the one you have.

GOODRICH COMPANY FOUNDED 50 YEARS AGO

Akron.—The B. F. Goodrich Rubber Co. is commemorating the fiftieth anniversary of the founding of the company by Benjamin Franklin Goodrich, December 31, 1870, by getting out a 48 page booklet, entitled "Golden Year of Goodrich," in which is reviewed the history of the rubber industry and its part in the progress and development of the world.

The founder died before the invention of the automobile, but he lived to see rubber adapted for many purposes, the climax of his endeavors being the evolution of tires for bicycles.

GIVES WARNING OF TIRE SHORTAGE

Speaker At Automobile Meeting Says Auto Production This Year Will Be Largest In History of Industry.

The automobile industry is sick, but it has not reached the stage where oxygen is required to sustain it. Despite the depression of the last few months, there will be more motor vehicles produced during 1920 than in any year in the history of the automobile industry. This is the way Alfred Reeves, general manager of the National Automobile Chamber of Commerce, summed up conditions in the automobile industry at a luncheon meeting of the Automobile Dealers' Association, Inc., New York, recently.

Horace DeLisser, chairman of the board of the Ajax Rubber Company, Inc., was the other speaker at the meeting. DeLisser briefly predicted future developments in the tire business. He declared that by May 1 there will be such a severe shortage of tires that many cars will have to be placed out of service because of the lack of tire equipment. In leading up to this statement, DeLisser estimated that there are from 3,000,000 to 4,000,000 tires in stock at present. He said that 4,000,000 tires have been produced each month, while now the industry is working on a 25 per cent basis, or producing about 1,000,000 tires a month.

"This would indicate," he pointed out, "that by March 1, there would be 12,000,000 tires on hand, in the dealers' stocks and at the factories, if none were put into service meanwhile. It is conservative to estimate, however, that each of the 4,000,000 vehicles registered in the country will be equipped with at least one new tire during the next four months. Such being the case there would be only a supply of 4,000,000 tires to equip 8,000,000 vehicles on March 1. Under these circumstances, DeLisser said that there would be a shortage of tires on May 1 that would force the laying up of many cars."

In line with the statements previously made by Reeves, DeLisser declared that the tire industry was only experiencing a temporary depression. A strike against buying has been declared by the public but soon the point must be reached where the public will again buy. The industry is not dead, the Ajax executive said, but, to use a theatrical expression, only "resting."

Talking of conditions in the motor vehicle manufacturing industry, Reeves stated that the factories are now producing 50 per cent fewer vehicles than last December and 30 per cent less than last November. But the production for the year will be greater than ever. He told the dealers that there are now 8,000,000 motor vehicles registered in the country, 10 per cent of which are trucks. Of these cars two and a half million are operated by farmers and 100,000 are owned by physicians. Ninety per cent of the cars in the country are used for business purposes. Quoting J. N. Gunn, president of the United States Tire company, Reeves stated that 55 per cent of the car registrations are from localities of 5,000 or less population.

Announcing Oldsmobile 4

Built to Extend the Fame of a Good Name

The Oldsmobile "4" is now ready for your inspection at our salesrooms.

And it will pay you to approach this car with an open mind and to satisfy yourself as to its very apparent better value.

So firm are we in our conviction that this addition to the Oldsmobile line crowns every previous idea of moderate priced four-cylinder value, that we prefer to leave the verdict to your personal inspection.

See this car. Observe its evident virtues of permanent style, sane design and sturdier construction. Note how it retains the same pleasing lines, the same close attention to body details that have always emphasized Oldsmobile beauty and comfort.

Ride in the car. Drive it yourself. Because when you actually drive the car yourself or ride in it you will appreciate that these surface excellences are but outward signs of its unseen virtues.

In looking over the Oldsmobile "4" we purposely ask you to forget any preconceived standard you have had of value. Because we believe the Oldsmobile "4" is going to sweep aside every precedent of four cylinder goodness that you may have had of any car of like class.

THE LICKING MOTOR SALES CO.

Salesroom 37 West Church Street

LESTER S. NEWKIRK

GENERAL MANAGER

NEWARK, OHIO

\$1445.00
F. O. B. Lansing, Michigan



SPECIFICATIONS

Model 43A

Wheel Base—115 inches.
Weight—2765 pounds.
Engine—Four cylinders cast in block; valve-in-head type, detachable head. 224 cu. in. displacement. Develops over 40 h.p. on block test.
Lubrication—Force and splash with pressure gauge on instrument board. Chassis lubrication, Alemite grease cup type.
Electrical System—Three-unit, with six-volt, 15-plate storage battery.
Gasoline Feed—Vacuum feed with gasoline tank suspended at rear of frame.
Frame—Cold pressed steel, seven-inch maximum depth channel section. Five cross members.
Rear Axle—Spiral bevel type.
Springs—Semi-elliptic. Front, 36-inch; rear, 54-inches.
Body—Streamline. Long unbroken sweep of lines.
Upholstery—Box pleated, best quality of fine-grained black leather.
Instrument Board—Walnut, with non-skid instruments mounted flush.
Tires—Straight side, 32 x 4. Non-skid on rear wheels. Tire rack on rear for spare rim and tire.
Finish—Best coach work, applied by brush and rubbed down by hand.

MICHELIN TIRES AND TUBES—MICHELIN TIRES AND TUBES

MICHELIN TIRES AND TUBES

Give Service and Satisfaction on any Car Because they are built for service & moderately priced

MICHELIN TIRES

HAVE been on the market for the past 24 years and they have stood the test of time. The manufacturers of MICHELIN TIRES devote themselves entirely to the manufacture of tires and tubes. They make only one grade of tires and that is the best. MICHELIN does not make special tires at special prices for manufacturers, but only tires of quality which are distributed to the consumer through their agents and representatives in all corners of the earth.

MICHELIN TIRES are sold on a guarantee to prove just as represented. GIVE THE MICHELIN A TRIAL. We are prepared to be judged by your experience.

ASK US ABOUT THE MICHELIN BEFORE YOU BUY.

YOU AND EVERY CAR OWNER

WILL BE GLAD TO KNOW

THAT there's at least one concern in Newark that's honestly trying to save you money. Of course, we have a good and selfish reason for wanting to save you money—we get your permanent trade, and in the long run make more money for ourselves.

Perhaps you haven't as yet dealt with us, and are unfamiliar with our policy of recommending genuine economies to our customers. In this event, we're going to make our first suggestion a convincing one—a sure thing. Buy Michelin Tires and Tubes the next time you're in the market and you won't be disappointed.

We carry MICHELIN TIRES and ring shaped TUBES in all sizes and can meet your wants promptly—Let us demonstrate to you some of the many reasons why MICHELIN TIRES and TUBES are BEST for you to BUY.

MICHELIN TUBES

MICHELIN TUBES are unlike any other tubes on the market. They are made ring shaped and fit the casing perfectly. The ring shaped tube means less punctures and longer life for the tire. The ring shaped tube means an even inflation of the tire and prevents the tube from becoming pinched, and avoids the tire wearing thin in spots. Ring or circular shaped tubes are made only by the Michelin Factories, and they are growing more popular every day because they are a favorite with motorists everywhere—buy MICHELIN RED, RING SHAPED TUBES the next time.

LET US DEMONSTRATE THE ADVANTAGES OVER OTHER MAKES.

Leslie Grove Oil Co. Distributors

39 SOUTH FIFTH STREET

NEWARK, OHIO

PHONE 1586

MICHELIN TIRES AND TUBES—MICHELIN TIRES AND TUBES

FRANKLIN GROWS IN POPULAR FAVOR

Sales Record For 1920 "Shows Increasing Popularity of Car With Air Cooled Engine.

The popularity of the Franklin car continues to increase not only in Newark but throughout the nation, declares B. L. Montgomery of the B. L. Montgomery Co., Newark, agents for the car.

BIG ADDITION TO FACTORY

Dodge Brothers Prove Confidence in Future by \$6,000,000 Expansion.

Substantial evidence of Dodge Brothers' confidence in the future is to be found in their expenditure of between \$6,000,000 and \$8,000,000 for the expansion of their factory.

"A Survey of the Roads of the United States of America," published in 1789, was the first road book printed in this country.

EXPERT MECHANICS AT AUDITORIUM GARAGE

The Auditorium Garage rear 20 North Second street specializes in automobile repair work. They employ expert mechanics who are capable of repairing any make of car.

SERVICE STATIONS THROUGHOUT COUNTY

Sinsabaugh & Son, Agents For Stephens Auto, Moline Trucks and Tractors Includes Service With Sales.

Sinsabaugh & Son at 47 West Main street are distributors for the Stephens Silent Six, Moline trucks and Moline Universal tractors.

Mr. Sinsabaugh is sole owner and he has been engaged in business in Licking county ever since leaving school.

ACE TRUCK TO RUN ON RAILS

Special Design Is Being Built For Coal Company to Carry Mine Product to Railroad.

At the present time the American Motor company, manufacturers of the "Ace" trucks, is manufacturing a special truck for the Bidwell Coal company at St. Clairsville.

CLEVELAND CAR NEW IN DESIGN

The Six-Cylinder, Five-Passenger Touring Car Is a Distinct Advance in Motor Car Building.

A rare departure from the commonplace, a distinct advance in motor car design, is the Cleveland Six, five passenger touring car.

The Cleveland roadster also makes an instant appeal for it is built along low, racy lines.

Refinement is the impression received from the appearance and construction of the Cleveland sedan.

When General Emmanouel Zymbrakakis, Greek Commander-in-Chief in Thrace, visited the destroyed village of Makie, he rode through the streets in a Ford car.

The Battery Question Is

Have you a Willard Threaded Rubber Battery in your car?

Then your battery judgment is backed by the best brains in the automobile business.

Car builders who are particular about battery quality specify the Willard Threaded Rubber Battery.

Ask about Willard Threaded Rubber Insulation. New batteries—repairs—recharging.

Willard Batteries

Newark at present has 12 of these trucks in operation here engaged in the oil field and business, lumber and general hauling.

A SERVICE STATION OF REAL SERVICE

When in need of TIRES, TUBES, OILS, GREASES, AUTO SOAP or AUTOMOBILE ACCESSORIES of any kind it will PAY YOU to get OUR PRICES before YOU BUY.

Advertisement for Leslie Grove Oil Co. featuring an illustration of a car and text listing products like Havoline Oils, Greases, and Groverline Oil Soap. Includes the slogan "DON'T TAKE CHANCES, BUY HAVOLINE OILS AND GREASES. BE SATISFIED--".

Open 6:30 A. M. To 10 P. M. Daily 39 South Fifth St. LESLIE GROVE OIL CO. "A GOOD PLACE TO STOP" Newark, O., Phone 1588

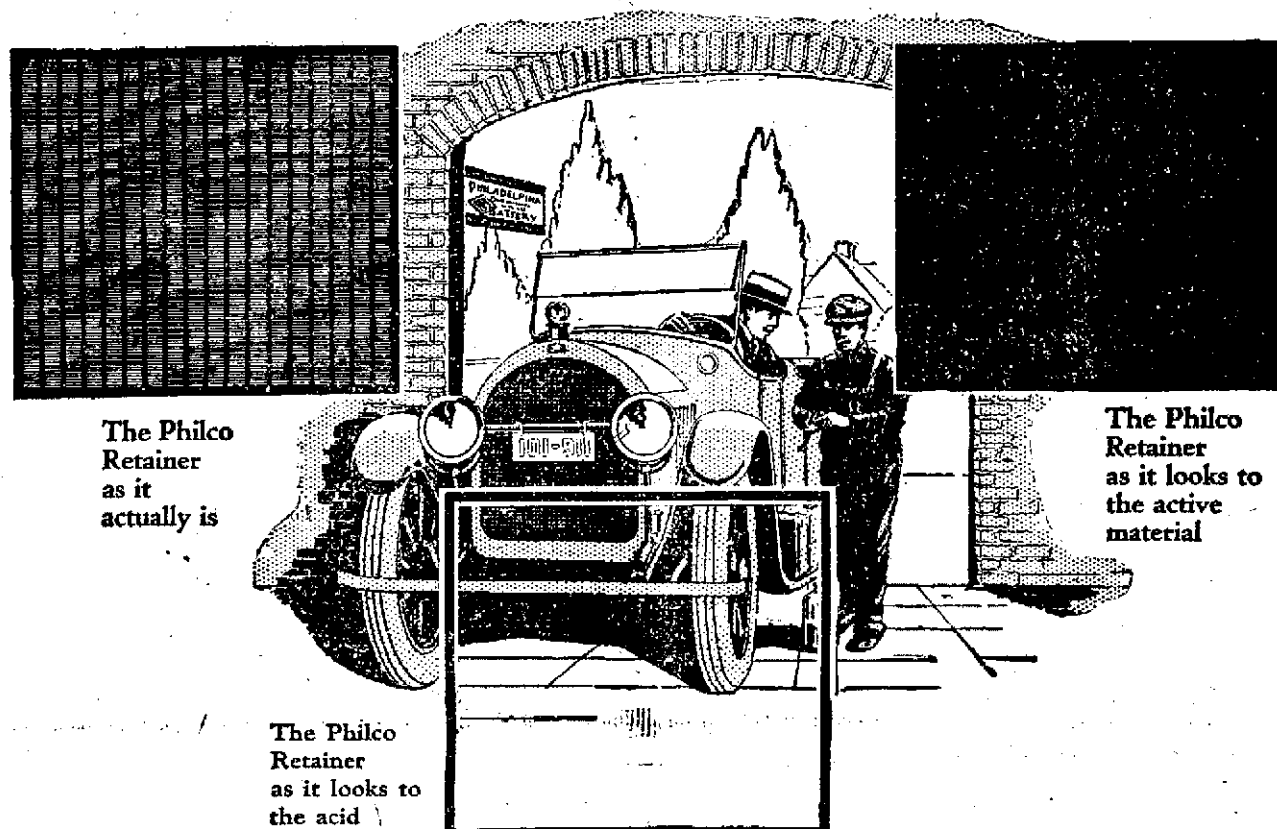
Ford THE UNIVERSAL CAR BUY YOUR FORD CAR NOW To make sure of getting a Ford car, buy one now. Don't wait until spring but buy now while deliveries are possible. A. P. HESS AUTOMOBILE CO. "A GENUINE SERVICE TO YOU." K. P. Bldg. Insist on Genuine Ford Parts. E. Main St.

World's Champion Light Six Elgin Six The Better Car What will your first thousand miles cost? Your first ten thousand? more miles per set of tires, and thousands of miles of sure and even performance. DUSTHEIMER BROS. MOTOR SALES COMPANY 41 SOUTH FIFTH STREET NEWARK PHONE 1662

Don't Neglect The Electric System of Your Car

IT IS IMPORTANT THAT YOUR BATTERIES, LIGHTS, WIRING, ETC., HAVE THE PROPER CARE, AND ATTENTION BECAUSE IT MEANS LONGER AND BETTER SERVICE. WE SPECIALIZE IN BATTERY AND AUTO ELECTRICAL WORK OF EVERY KIND AND OUR WORK ROOM IS EQUIPPED FOR TURNING OUT PROMPT AND EFFICIENT WORK. LET US EXAMINE YOUR BATTERIES. WE REPAIR ANY MAKE—A FULL ASSORTMENT OF DIAMOND GRID BATTERIES IN STOCK.

AGENTS FOR THE DIAMOND GRID BATTERIES



The Philco Retainer as it actually is

The Philco Retainer as it looks to the active material

The Philco Retainer as it looks to the acid

WE ARE DISTRIBUTORS for DELCO AND REMY IGNITION SYSTEMS AND KLAXON HORNS, SERVICE ON BOSCH MAGNETOS, NEW DEPARTURE BEARINGS AND TINKER BEARINGS. WE RECOMMEND AND SELL THE BEST.

WE CARRY IN STOCK BRUSHES, COILS, CONTACT POINTS AND OTHER ELECTRICAL PARTS FOR MOST ANY MAKE OF CAR. IF WE DON'T HAVE WHAT YOU WANT WE WILL GET IT FOR YOU.

If you plan to sell your car, buy a two-year battery

YOU want snappy starting, brilliant lights and sure-fire ignition during the remaining months you keep your car.

A two-year battery is the most certain way to get it.

Do you want to be spared the expense and annoyance of laying your battery up for repairs?

A two-year battery will keep you away from the repair shop.

Do you want to increase the resale price of the car?

The Philadelphia guarantee is transferable. Your purchaser is not buying an unknown quantity. A two-year battery increases resale value just as surely as good rubber and good paint.

Guaranteed for Two Years



AGENTS FOR THE DIAMOND GRID BATTERIES

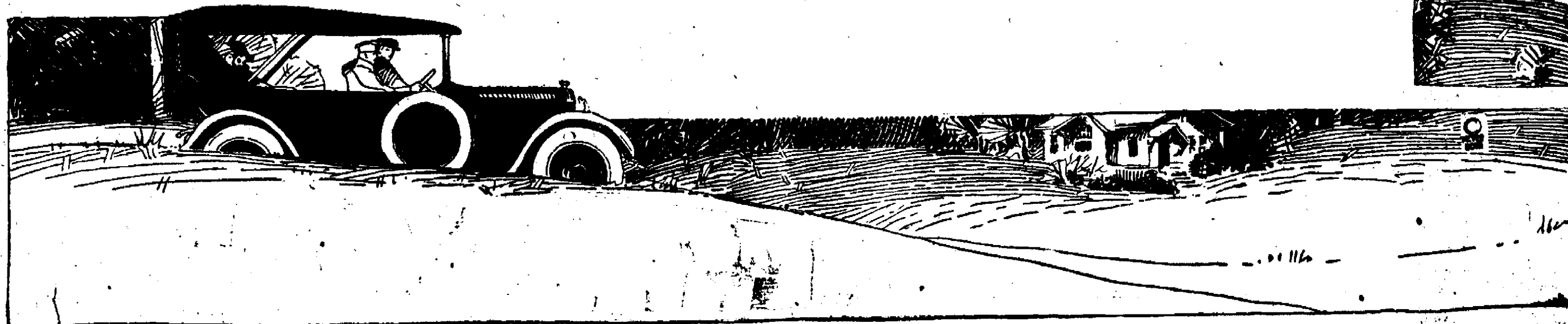
ALL WORK DONE BY EXPERT MECHANICS WHO KNOW HOW—A TRIAL WILL PROVE OUR ABILITY TO PLEASE—LET US ESTIMATE ON YOUR NEEDS.

AUTO ELECTRIC SPECIALITY COMPANY

S. E. AIRESMAN, PROP.

56 WEST MAIN STREET

PHONE 1463



WILLYS-KNIGHT CAR OF DIGNITY

Designers Seek Comfort for Occupants, As Well As Beauty.

Sleeve-Valve Motor Continues To Be Outstanding Feature.

Nothing that would in any way add to the comfort of passengers has been left from the new 1921 models of the Willys-Knight cars. The lines of the new cars are practically unchanged over those of 1920, the company working on the theory that an auto owner should not be required to purchase a new car yearly in order to be in style. The interiors are marked by the European tilt of the deep cushions, soft long grained leather being used generally, although in special models other finishing is found.

The sleeve valve motor, which has been called the motor of perpetual youth, for it really becomes more efficient with use, is the outstanding feature of all Willys-Knight models. Bearing in mind that this remarkable mechanism works without the trouble of grinding valves, that it has no push rods to adjust, no springs to weaken and no carbon to clean makes its place as one of the highest achievements of American motor industry secure.

The low swung body of the car, lamps, radiator and hood all form units making a harmonious whole. The pentagonal hood is still retained and throughout the delegate straight lines attract one's attention.

There are no so-called "blind spots" on the new Willys-Knight. The pillars supporting the windshield and doors are but 2 1/2 inches in thickness, allowing the driver free view of all in front and on the sides of him. This feature, which experienced autoists admit is a timely one, has been gained only after many experiments by Willys-Knight engineers.

Willys-Knight is a light car in spite of this it is a machine that rides easy, and in that respect is claimed to equal any of the larger makes.

In connection with the Willys-Knight F. M. Rugg, Newark agent, has just completed a new building on the east side of the Overland garage which adjoins the salesroom, and is installing a U. S. L. battery service station. This department will be equipped with first class appliances for all kinds of electrical work such as starting motors, generators and magnetos. H. E. Cavendish will be in charge of the new department.

GROVERLINE IS SERVICE SIGN

Leslie Grove Oil Company Makes Its Place of Business Headquarters For Convenience and Comfort of Motorists.

A service station where prompt and efficient service is to be had at all times is that of the Leslie Grove Oil company, 39 South Fifth street. Leslie Grove, the manager, and his assistants are ever looking forward to the best interests of all patrons. You will find them ready to serve you from 8:30 a. m. to 10 p. m. every day in the week.

This company is the local agent for the famous Michelin tires and ring shape tubes. Havoline oils and greases, which are prepared especially for automobile, truck and tractor use, and Groverline oil soap, the general purpose soap. In addition, the company handles Union Station high test gasoline, and a full line of automobile accessories.

The slogan of the company is "service," and many little helps have been provided, which are of great benefit to the autoist, such as free air for tires, water at the curb for the radiator, checking parcels, use of route guide books, use of phone, etc.

Havoline oil is handled in carload lots and hundreds of gallons of this oil are stored in the large tanks on the lot at the rear of the filling station. Handling in large quantities not only insures the prompt delivery of any amount of oil, but also guarantees that the price is the very lowest. Groverline soap is a new product marketed by this company the past year, and has given entire satisfaction wherever used. It is not only a splendid soap for washing automobiles, but is used extensively for washing furniture, woodwork, polished floors, bath tubs, marble and tile.

You will find the Leslie Grove Oil Co. a good place to stop. A test will prove it.

The Motor union of Great Britain maintains a patrol system of highways for the convenience of its members. The patrolmen are equipped with motorcycles and side cars and carry first aid kits. A telephone system lines the main highways for the use of members of personal or business calls.

Philadelphia is following New York City by equipping the fire department with motor-driven apparatus.

ALL YEAR TOPS ARE GROWING MORE POPULAR

The Tip Top Auto Top company, located at 62 West Main street, under the management of Howard Spahr, is the agent for the Badger De Luxe all season tops, the distinctive all year top which is manufactured in a plant devoted solely to the making of fine tops for the Nash, Buick, Essex, Hudson, Studebaker, Chandler, Oldsmobile and Hupmobile touring and sport models of cars.

On the above named cars no special fitting is required before the top is attached, and it is only a matter of a few hours between the receipt of the top and the delivery of the completed job. Prices for four and five-passenger cars are \$325 and for seven-passenger \$340 f.o.b. Racine, Wis.

SEEKS COMPLETE ACCESSORY LINE

Newark Firm Aspires To "Most Completely Equipped Shop In United States." Member of Firm Declares.

"Our resolve to have the most complete equipped auto supply shop in the United States is rapidly becoming a reality," stated Walter D. Tracey, of the firm of Tracey & Bell, proprietors of the Newark Auto Supply company.

"With the additional lines of replacement springs, demountable rims for all makes of cars, and Timken bearings carried in stock, we will have here a store as completely equipped for the autoist as any in the United States."

The store, while not by any means the largest, still compares well with any in the country. The story of the development of the company, which was started nearly five years ago, in February, 1916, is a modern romance of business. During 1920 the company did 12 times as much business as during the first year, serving between 48,000 and 50,000 customers last year.

Walter Bell, co-partner with Mr. Tracey, is optimistic of business conditions, citing as an example the record of their own business. A record of the number of customers waited on in the store is religiously kept. Mr. Bell bases his estimate of business conditions on the fact that 700 more customers were served this year during January than during the same period last year.

Among the nationally known products handled by the firm are Diamond and Federal tires, both cord and fabric; Dixon graphite grease; Veeder oils; Raybestos brake lining; Schrader valves and gauges; Grinnell gloves; Wallace and Smith motor robes, and the various products of the Stewart Speedometer corporation.

At the present time the Smith planing mill of this city is working on an order for new fixtures for the easier display of various lines of goods, including a complete line of forged wrenches.

Tracey & Bell have disposed of their Willard battery agency, and are now more completely take care of their auto supply and accessory business. The battery agency has been purchased by Charles O. Slaughterbeck and Hugh Gardner, who will operate the agency with the same degree of courtesy and service which marked the operation of the agency while in the hands of Tracey & Bell.

EVERYTHING FOR AUTO AT CHURCH ST. STORE

The motto of the Church Street Auto Supply company, "Everything for the auto in standard accessories," becomes a reality when you enter the attractive store of the company on West Church street, around the corner from the Y. M. C. A. Harry S. Wyly, the manager and owner of the business, together with Forrest Penrose, his salesman, conduct the business.

A full line of Racine tires, Raybestos brake lining, Bonney drop forged wrenches, American hammered piston rings, and many other well known accessory brands are carried in complete stock. The business is so organized that the smallest part can be located exactly with practically no effort through the system of stocking parts.

At the present time the store is offering a special sale on bumpers, the regular priced \$14 Lyon spring bumper selling for \$9.50.

During the first nine months of 1920, \$50,000,000 worth of passenger and commercial motor vehicles were exported from the United States to European countries—Great Britain alone taking \$27,000,000 worth.

Every fourth passenger automobile entering Yellowstone National Park this season carried some sort of a dog.

QUALITY ADDS TO "OLDS" FAME

The Model 43 A four-cylinder Oldsmobile has added new fame to a name that for 23 years has been widely accepted as a gauge whereby motor car values might be safely measured.

Many of its enthusiastic admirers assert emphatically that Oldsmobile Four upsets all previously established stand-

ards of value for cars of similar type. So sweeping a statement demands conclusive proof. The proof is at hand—at your disposal. It exists not so much in special features as in the measure of excellence ingrained into every detail of the car's design and manufacture. While full appreciation of the Oldsmobile Four can be gained only through studious, painstaking investigation of the car's mechanism and through the deep satisfaction that results from using it, many of its virtues are self-evident.

In the matter of style, for instance, it is notable that Oldsmobile Four combines beauty of outline and appointments—exceptional smartness, if you

like—with a dignified simplicity that spells style permanence. Such a car does not readily pass out of vogue. In mechanical ability and sturdiness it has few peers at any price. It is powered with a valve-in-head engine that is a model of sturdy simplicity and enduring efficiency. Oldsmobile Four excels in riding comfort for a number of reasons. It is built on an unusually long wheel base, 115 inches. Both front and rear springs are of liberal dimensions and so designed as to lay flat under load, the ideal riding condition. Choppy roads are robbed of their terrors by the torque tube which carries the entire torsional load of the rear axle. The final touch

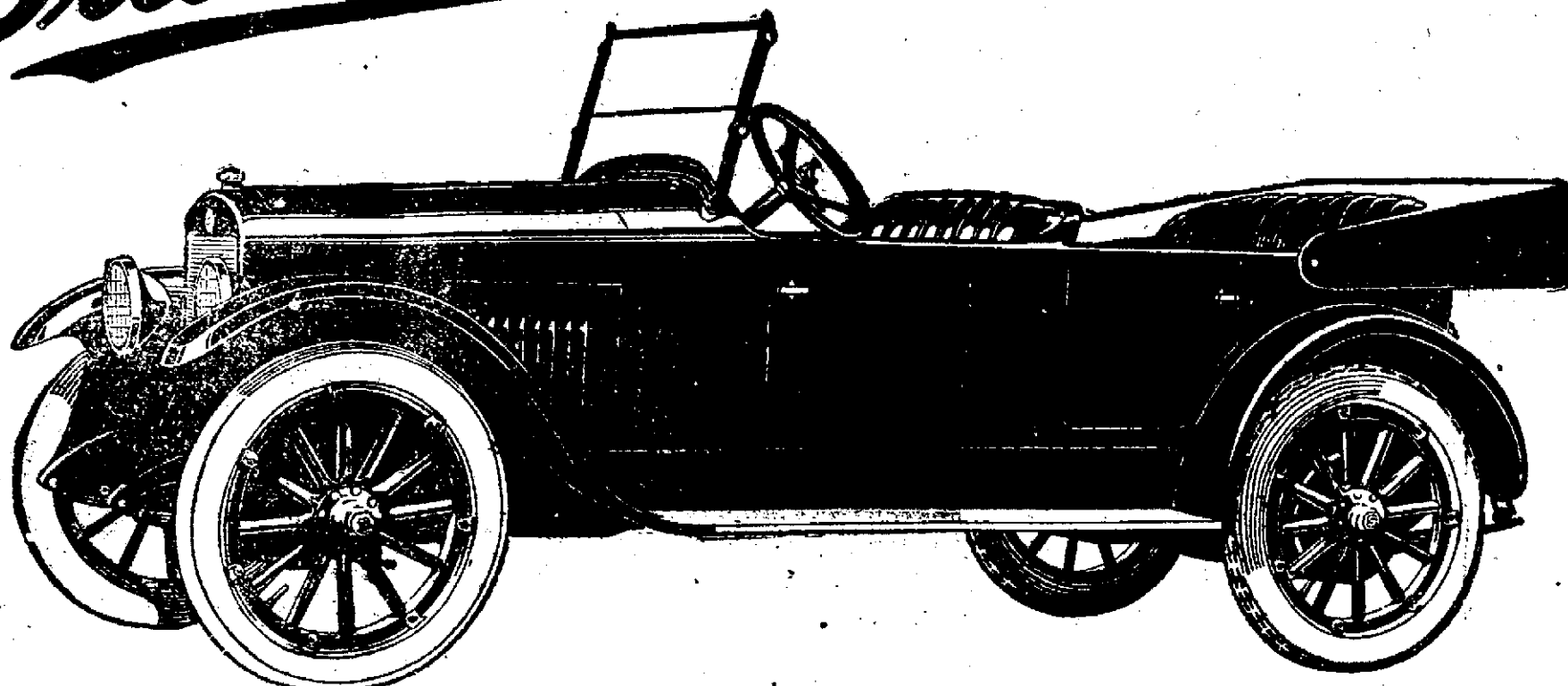
of comfort is given by the luxuriously deep cushioned upholstery. Oldsmobile cars are handled in Newark by the Licking Motor Sales company, 37 West Church street. This company, of which L. S. Newkirk is general manager, has just recently secured the agency for this car. It has on the floor the latest model demonstrators and is prepared to explain to you the merits of this car.

Despite the steep and crooked roads through the Yellowstone National Park, over which no less than 10,000 privately owned motor cars toured this year, ten accidents have been reported, only two of which were of a serious nature.

GUARD MOTORIZED.
The Pennsylvania state national guard will have 500 motor vehicles for various units of the division, tractors and other vehicles for hewitsons of heavy artillery, bakery equipment, and trucks for trains and other purposes. The president of the United States, when using his automobile for pleasure in Maryland, must have registration markers of that state, and the chauffeur driving the car must carry a Maryland operator's license. One of the big automobile concerns is producing a machine with several requiring neither grease nor attention.

Studebaker

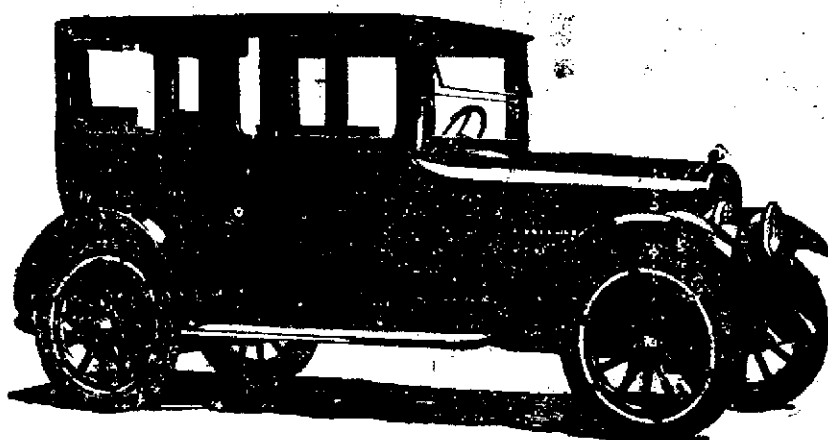
1921



THE NEW LIGHT-SIX

\$1485 With Cord Tires

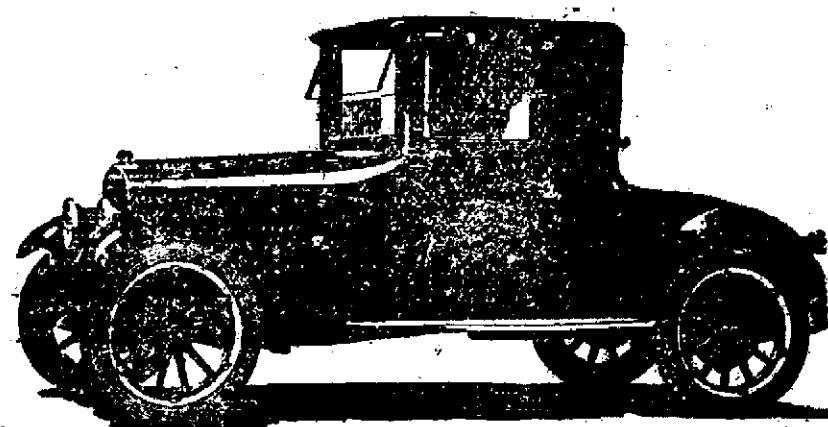
F. O. B. South Bend



LIGHT-SIX SEDAN

\$2150 WITH CORD TIRES

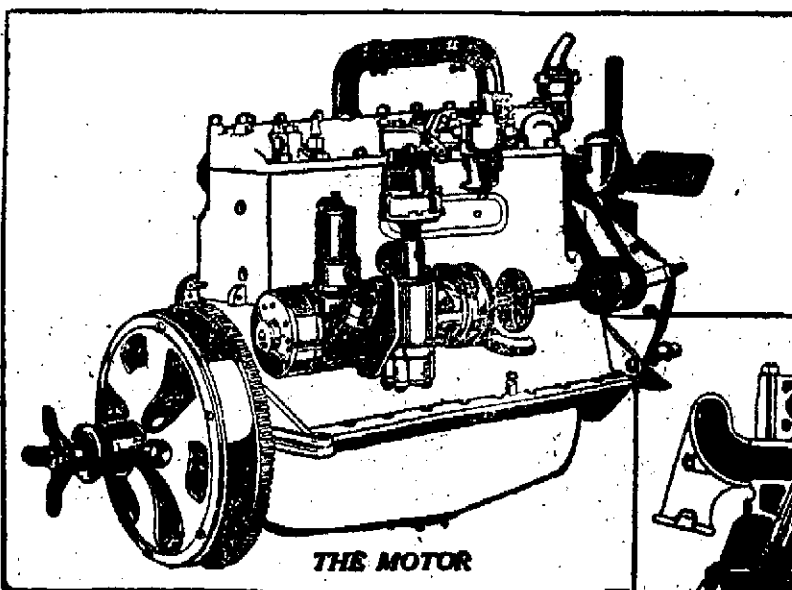
F. O. B. South Bend



LIGHT-SIX LANDAU-ROADSTER

\$1650 WITH CORD TIRES

F. O. B. South Bend



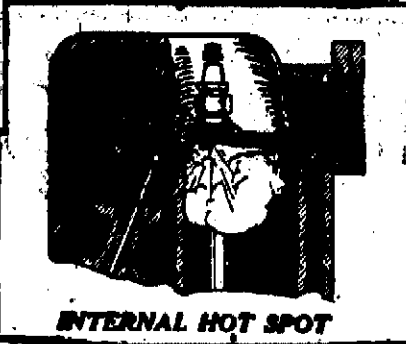
The powerful motor is an exclusive Studebaker design—designed by Studebaker engineers—and built complete in Studebaker factories. No other light six-cylinder motor yet produced is as free from vibration as this.

Inclining valves at a 30° angle toward the center of the cylinder aids in the free passage of gas and makes possible a more compact and symmetrical combustion chamber.

Perfect and efficient combustion is obtained by the improved arrangement of the intake manifold and INTERNAL HOT SPOT—an exclusive Studebaker invention—conceived by Studebaker engineers.



INCLINED VALVES



INTERNAL HOT SPOT

THE NEW STUDEBAKER LIGHT-SIX meets the long existing demand for a comfortable, durable and economical light-weight six-cylinder car at an extremely low price. The public has always wanted such a car—the NEW LIGHT-SIX satisfies that desire.

Although this new six-cylinder car weighs but 2500 pounds, it is so perfectly balanced that its roadability is remarkable—there is no side sway or creeping—it drives straight as an arrow.

At all driving speeds, the NEW LIGHT-SIX is freer from vibration than any car of its approximate size or weight yet produced.

Power with smoothness of operation has been the dominant idea in the construction of the NEW LIGHT-SIX motor. Because of its exclusive features it is most efficient in utilizing low grades of fuel now on the market. Its completely machined crank-shaft and connecting rods will not be found in any other moderate priced car yet produced in this country. This construction reduces wear and strain on the bearings and moving parts, and means longer life and smoother riding qualities.

You can have the advantage of this motor's wonderful gasoline economy and the satisfaction of its smoothness of operation only by owning a STUDEBAKER LIGHT-SIX.

Visit our showroom, where you will have an opportunity to inspect this great car and learn the many original features of its construction. All models shown above are on display at our showroom.

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